

Shuting Zhou

Multidisciplinary Designer & UX Researcher | www.ShutingDesign.com

Contact

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Education

Master of Design, 2021 – 2023

OCAD University

Digital Futures

Thesis: Building Social Presence Using Mixed Reality for Transnational Families

Advisors: Dr. Alexis Morris; Dr. Sara Diamond

Lab: OCAD Adaptive Context Environments Lab

Bachelor of Science, Design, 2016 – 2020

The Ohio State University

Visual Communication Design

Magna Cum Laude

Skills

• Design & Multimedia:

- Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro
- SketchUp, Blender, Unity, TouchDesigner
- Graphic production (social media, poster, publication, marketing campaign collateral)

• User Experience (UX) & User Interface (UI):

- Figma, XD
- User persona
- Journey mapping
- Site mapping
- Service blueprint
- Wireframing
- User Testing

• Research, Analytics & Strategy:

- Literature review
- Data mapping, synthesis
- Data visualization
- Quantitative & qualitative research & evaluation methods
- Multimodal usability testing methods
- Iterative prototyping
- Media KPI tracking

• Coding & Computing:

- HTML/CSS
- AR.js; P5.js
- Physical computing (Arduino, IOT devices, sensors, soldering)

Academic Activities

- 2023 IEEE ISMAR workshop paper publication
- 2023 IEEE ISMAR workshop presentation
- 2023 OCAD Graduate Show
- 2022 OCAD Open Show

Languages

English, Mandarin Chinese

Awards

- 2022 OCAD Graduate Student Project & Travel Grant
- 2021 OCAD Graduate Studies Entrance Scholarship
- 2019 Columbus Society of Communicating Arts Creative Best Award of Excellence

Relevant Experiences

Sep. 2022 - Dec. 2022, Toronto, ON

Teaching Assistant

OCAD University Faculty of Arts & Science

Assisted instruction, grading & communication in undergrad-level course: *Intro to Game Design*

May 2022 - Jun. 2022, Toronto, ON

Game Mechanics Design Graduate-Level Intern

Secret City Adventures

- Researched, conceptualized, and designed escape room player flow specific to Casa Loma spaces
- Developed game experiences with mobile web AR (AR.js), digital projection, and facilitated play-testing
- Strengthened game design and design thinking through regular team critiques

Sep. 2021 - Apr. 2022, Toronto, ON

Research Assistant

OCAD University Visual Analytics Lab

- Researched, compiled and analyzed heavy research data for Sustainable Development and Electrification of Transit project under the principal investigator, Dr. Sara Diamond
- Designed an interactive dashboard to visualize quantitative research findings, implementing Adobe XD, Figma, interactive web UX, HTML, etc
- Provided project management for multi-functional team

Feb. 2021 - May 2021, NYC, NY

Graphic Design Intern

United Nations Office of the Under-Secretary-General

- Designed posters, banners, flyers, and infographics for UN departments
- Drafted multilingual UN articles, blogs, and announcements; created external and internal UN websites
- Supported event coordination and outreach activities

Aug. 2020 - Present

Freelance Graphic Designer

Designed visual assets and publication layout such as the 440-page Ohio's COVID Populations Needs Assessment ([link](#)) in collaboration with Ohio Government & College of Public Health at Ohio State University

May 2020 - Dec. 2020, Washington DC

Graphic Design & Communications Assistant

National Low Income Housing Coalition

- Designed social media, images, infographics, and fact sheets for NLIHC updates
- Operated e-commerce (Shopify) and web (Drupal CMS, WordPress) to promote awareness campaigns
- Cataloged media database; conducted media research
- Tracked KPIs of newsletters and media channels

Sep. 2019 - Apr. 2020, Columbus, OH

Graphic & Digital Design Intern

Paul Werth Associates

- Created brand collaterals, social media and web images, animations, and infographics for public organization clients
- Developed communication campaign for stakeholders in collaboration with in-house creative team (journalist, developer, marketing specialist, etc)

Other Experiences

May 2019 - Sep. 2019, Columbus, OH

Design & Communications Intern

The Ohio State University Office of International Affairs (OIA)

- Designed promotional materials including handouts, posters, and event cards
- Organized photo shooting; optimized stock photo libraries

Mar. 2018 - May 2019, Columbus, OH

Graphic Design Intern

The Ohio State University Office of the Chief Information Officer (OCIO)

- Strengthened university branding for various departments through digital and print design templates, while implementing accessibility design guidelines
- Developed and maintained media assets library